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1872-1939



GRAND UNION



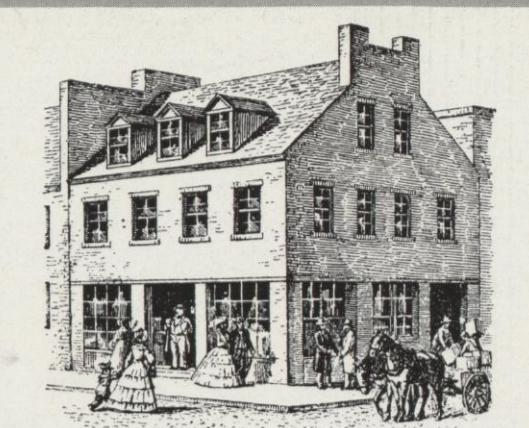
Information
Regarding
Your Company

GRAND UNION

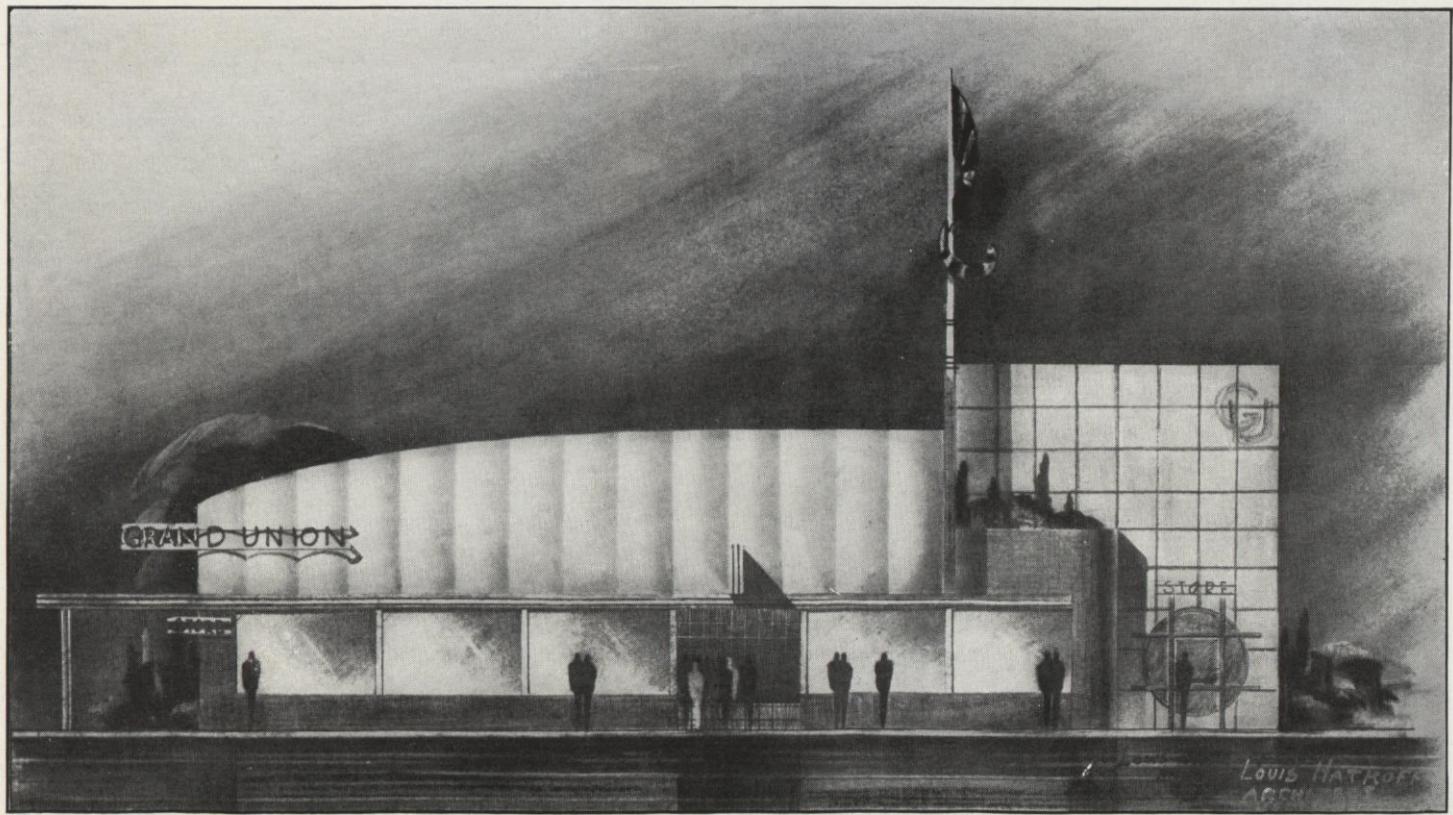
1872 to 1939

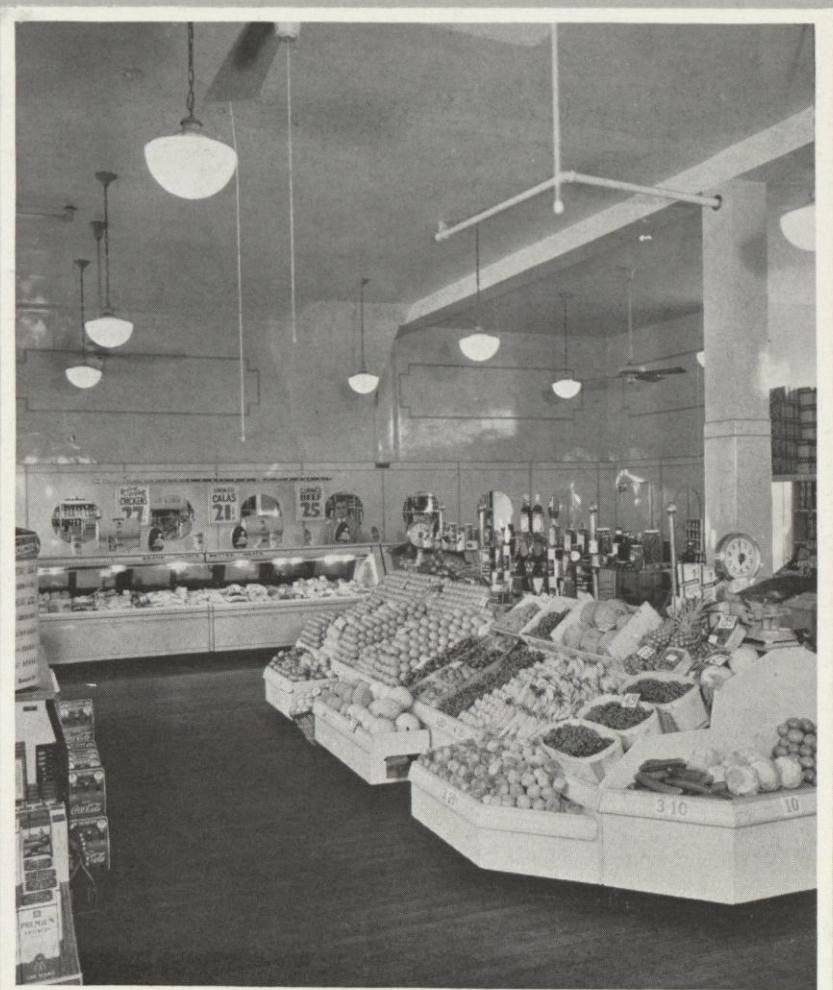
Sixty-seven Years of Successful
Food Merchandising:

Your company is keeping step with the times. During the past year it has developed several types of operations designed to meet the needs of particular types of communities in which it operates. Among its developments is the Superette which received nationwide attention in a recent article in the Saturday Evening Post. A number of Super-markets have been opened during the past year. Service stores are being developed in the higher income communities. Grand Union now operates 502 retail stores. In addition 83 branches are operated which are headquarters for over 1000 wagon routes serving the rural areas. Grand Union merchandise is now sold in 41 states.



HEADQUARTERS AND ONLY STORE OF THE GRAND UNION TEA CO.
IN 1872.





Relations with Employees and Public:

In keeping with its policy of close cooperation and clear understanding between Management and Employees, your Company used several mediums during the past year to further increase this good will. Managers' contests between stores helped to decrease expenses, increase margins, and build sales. Plenty of intra-company and state-wide publicity was given to the winners. Group Insurance and Hospitalization was put into effect in territories wherever possible and working hours were reduced in stores and warehouses.

Your Company's efforts to help reduce surplus crops in Producer-Consumer Campaigns received recognition from farmers throughout the east, and have helped build public opinion in favor of the entire industry. The Employees' Christmas Fund, whereby instead of exchanging Christmas Greeting cards, the money usually spent is donated to help needy families during the Holiday Season, received much publicity. Civic memberships were increased and speakers were supplied to various groups. All this helped build good will—for your Company and for the entire chain store business. Your Company has cooperated fully with the industry in fighting discriminatory legislation aimed at chain stores.

Grand Union Employees Aid 100 Needy Families

This week more than 100 needy families in over 80 communities served by the Grand Union Co. will receive aid in excess of several hundred dollars.

Inaugurated four years ago the "Employees Christmas Card Fund" has grown in contributions each year. Each Grand Union employee contributes the amount of money he

Grand Union Manager Spoke On Chain Stores

Effective defense by farmers of marketing outlets threatened by anti-chain store legislation, gives reason for increased optimism in the

Grand Union Manager Wins Bermuda Cruise

Grand Union Manager, Henry Anable of Catskill, N. Y., and his wife boarded the Pan American Clipper at Port Washington, L. I., on October 21st, for an all-expense air cruise to Bermuda as a result of Mr. Anable winning the grand prize in a sales contest sponsored by the Grand Union Company. Mr. and Mrs. Anable will spent six days in Bermuda, returning via the Clipper Ship as guests of The Grand Union Company.

Chain Store Tax Plan Assailed

SYRACUSE, Sept. 17.—Charging that punitive taxes are direct blows at the farmer, working man and consumer, Lansing P. Shields, vice-president of the National Association of Food Chains, called upon real estate men of New York to combat discriminatory legislation which "would add still another burden on wage earners and the great middle class."

Specifically referring to the proposed Patman anti-chain tax at a banquet of the 34th annual convention of the Real Estate Association of the State of New York here, Shield characterized the measure as a threat to the existence of a business which provides "nearly one-third" of real estate men's revenue.

Representative Patman's measure, which the Texas Congressman has said he will introduce in Congress in January, would tax chain stores as much as \$1,000 a unit, multiplied by the number of States in which the chain operates.

FRUIT GROWERS HEARD CHAIN STORE TAX DENOUNCED

Grand Union Co. Executive

Grand Union Man Wins Cash Award

Harvey Baker, manager of the Grand Union store at 15 John Street, this village, was a winner of a cash award in his district and a charter membership in a sales club composed of Grand Union employees, according to announcement by J. V. Finan, sales manager of the company with headquarters in the Woolworth Building, New York City.

Realtors Told Chain Stores Prove Benefit To Public

Grand Union Company's Vice President, Lansing P. Shield, Declares They Do Not Hurt Independents; Most of Money Remains Within Town

Grand Union Co. Shortens Hours

Cuts One Hour From
Working Day

Grand Union Manager Gets
\$100 Award in Coffee Contest
Merlin Thomas, manager of the
Grand Union store at Croghan,
recently received a cash prize of
\$100 as the result of winning a
major award in a coffee contest
which ended Dec. 3.

GRAND UNION REOPENS LOCAL STORE TODAY

To Open 48 Hours After Fire—Com-
plete New Stock of Merchandise—
New Fixtures and Decorating
Scheme

GRAND UNION HELPS NEEDY

This week more than 100 needy
families in over 80 communities
served by the Grand Union Com-
pany will receive aid in excess of
several hundred dollars.

Inaugurated four years ago the
"Employees Christmas Card Fund"
has grown in contributions each
year.

Each Grand Union employee con-
tributes the amount of money he
would ordinarily spend on ex-
changing greetings with other
members of the company. The sum
thus collected is distributed to de-
serving cases suggested by the
employees themselves, according to
the circumstances of each case.

More than 2,000 Grand Union
managers and salesmen in over
450 local communities provide the
basis for the fund which is aug-
mented by contributions from
warehouse and headquarters em-
ployees.

Depending on the need, these
Yuletide gifts are made in the
form of cash, fuel, clothing or
food. The only quality that each
gift has in common is the real
Christmas spirit of the entire
Grand Union organization.

REPRINTED FROM THE

THE SATURDAY EVENING POST

PHILADELPHIA, SEPTEMBER 17, 1938

And Now the Superette

supermarket expansion.

Grand Union Stores, an Eastern chain, is experimenting with the possibility that convenience is still a major factor in food retailing, and that a small store can be operated at such low cost that it can compete profitably. It has also developed a store called the "Superette," which is a compact, limited-stock, self-service store. It is reported to be showing the best profit rate of all their stores, supermarkets included.

The Superette carries a stock of only 800 selected grocery items, uniquely arranged, with a continuous track, waist high, running around the store in front of the shelving. On this track the customer sets the traditional market basket, to which four wheels have been fastened, so that it can be easily pushed along like a tray on a cafeteria rail. The customer picks her groceries off the shelving, drops them into the perambulating market basket, and at the end of the track delivers them to the store manager, who checks them out.

These stores are not expected to do more than \$750 a week, but some have built business as high as \$1900. The Superette capitalizes its smallness against the super's size in this appeal: "Why drive miles to a supermarket? Why push a heavy grocery baby carriage? Why wear yourself out looking for your wants? There's a Superette around the corner! Your basket is carried for you! It takes only a few steps to find everything! And prices are lowest!"

Safeway, largest of California chains, has big superettes.

Patman Chain Bill Denounced Before Farming Group

Grand Union Man Sees
Optimism for Agriculture
In Defeat of Measure

Kingston, N. Y., Jan. 27 (Spe-
cial)—Effective defense by farm-
ers of marketing outlets threat-
ened by anti-chain store legisla-
tion, gives reason for increased
optimism in the future of agricul-
ture.

New Ridgewood Grand Union Store Attracts Throngs

Mayor Frank D. Livermore Makes First Purchase As
New Style, Colonial Type Market Opened
Today On East Ridgewood Avenue

GRAND UNION'S NEW SELF SERVICE FOOD CENTER OPENS HERE

Completely Remodeled Store
Will Serve Red Hook Area
Many Innovations Await
Local Food Shoppers.

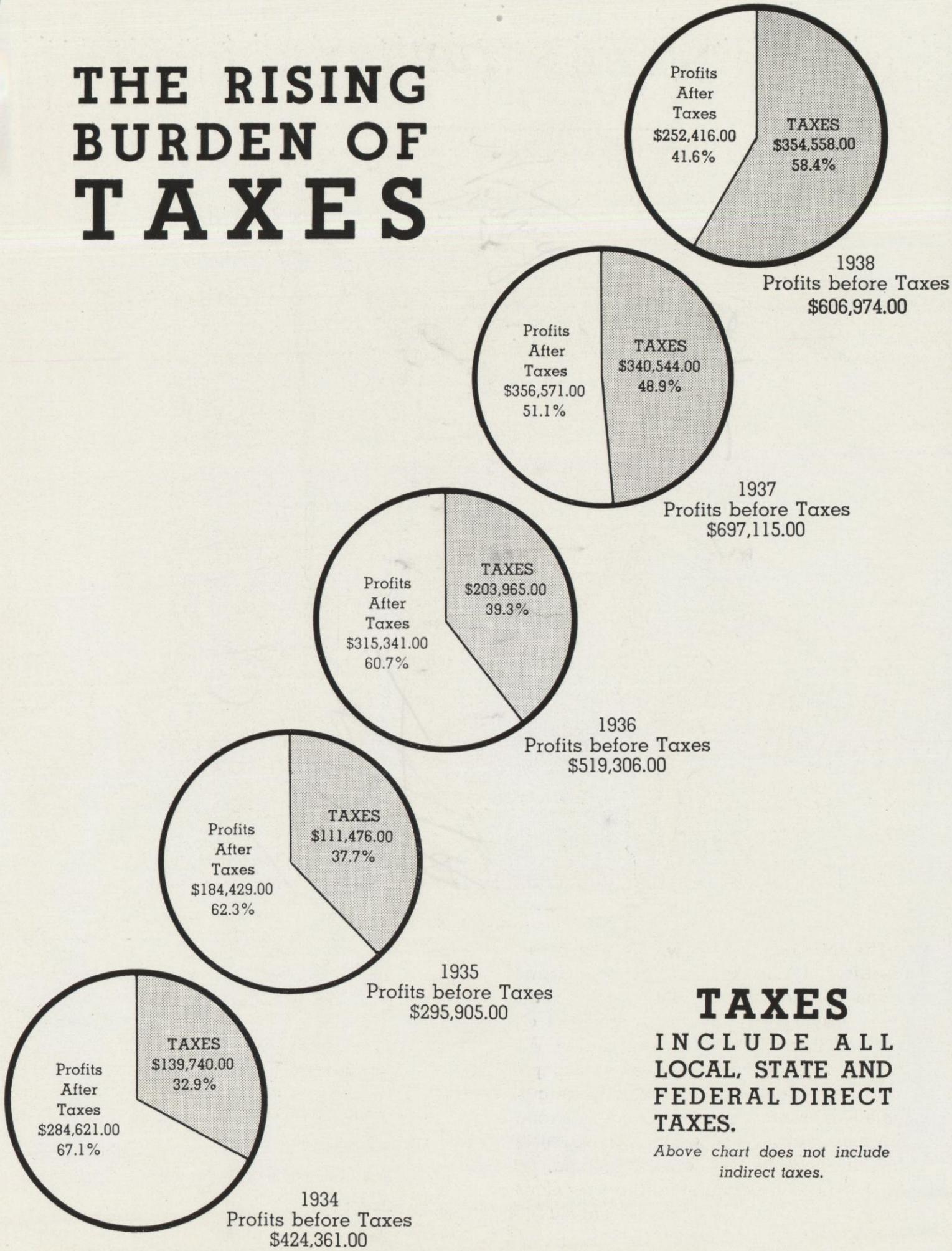
The Grand Union company which this month completed more than eighteen years of serving Red Hook housewives will open a "self-service" Food Center at their convenient location on Broadway. This in itself is a unique departure in food store operations, for Red Hook residents will not be forced to do their shopping in an "out of the way" location, buying instead in the heart of the shopping area.

The policy of the store will be to bring even lower prices to Red Hook and surrounding Dutchess County communities.

After months of experiments to devise a method whereby lower food prices could be offered to other than city residents, Grand Union is offering this new self-service system for the local type stores. Superettes similar to

(Continued on page two)

THE RISING BURDEN OF TAXES



TAXES

INCLUDE ALL
LOCAL, STATE AND
FEDERAL DIRECT
TAXES.

*Above chart does not include
indirect taxes.*

A GROUP OF YOUR PRODUCTS



The merchandise shown here is a representative line of first quality Grand Union products used in the average home every day. Grand Union is proud of all products bearing its own private label. We invite you to try this assortment. Sample what your Company is selling to its customers. This assortment packed in a strong shipping carton will be sent anywhere in the United States, parcel post prepaid, for the sum of \$3.37, which represents the Company's actual cost for the assortment.

The Grand Union Company
233 Broadway
New York City, N. Y.

Attention: Merchandise Department

Attached is **CHECK** **MONEY ORDER** for \$3.37. Please send me, parcel post prepaid, the Special Assortment of Grand Union Label Merchandise.

Name.....

Street and Number.....

City.....

State.....

